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USED CAR'S POPULARITY INCREASING

Dependent directly upon the war and the subsequent conservation program of the government, is the notable impetus recently given the used car business in local automobile circles, according to dealers who are in a position to know. Automobiles, like all other commodities, are steadily ascending in price, it is asserted, and the new car, once within the reach of the average man, in not infrequent instances has soared beyond his reach. Excessive costs of materials, high price of labor, fuel shortage, congested traffic conditions, taking over by the federal government of portions of automobile factories, and an hundred and one other causes have naturally advanced the price of the finished product.

The most logical alternative, one dealer points out, is the used car. Often a man whose commercial need calls for the use of an automobile, can get along with a second-hand car which will serve his purposes as well as a new one. Because the former owner of the car has sold it is no reason that the car itself is not desirable, he reasons. These are times of stress, and the exigencies of general

conditions are hitting hard the pocket books of many. Such motor car owners are selling their cars for the simple reason that they cannot afford to have money perhaps badly needed in other quarters, tied up in an automobile. Pressing financial needs frequently cause the man to sell his car at a sacrifice. The used car purchaser gets the benefit.

"How often," says one enthusiastic exponent of used cars, does it become obvious that the only reason a man is selling his car is because he is tired of it? The cases are numerous. The mere appearance of the car may become offensive to a man who has driven it for some time, and if he has sufficient means he buys another. The used car buyer gets the benefit again.

These and hundreds of reasons, other than the insufficiency of the car's quality, are the source of bargains for the man who is willing to use a second hand car, if it is good value for the money, and in good condition.

Most Phoenix firms back their used cars with guarantees that they will give satisfaction, and furnish service

on them in case they fail to make good. This latter possibility is largely eliminated by an expert mechanical examination before they are sold, together with repairing of minor troubles.

One of the most important deals of the week is the consolidation of the Babbitt-Polson company's used car department with that of the Overland-Arizona company. The two companies are utilizing the space at the Central school grounds.

McArthur Brothers' used car mart was established some weeks ago and is doing a remarkable business.

Ferguson-Keeler company is making improvements on the lot across the alley from the Oldsmobile headquarters, and is preparing to conduct a considerable traffic in used cars. Martin Brothers, the Leach Motor Car company, and in fact nearly every concern of the city engages more or less in the business of selling used cars, and a remarkable stimulus has been noted by each recently.

The used car is in the ascendancy these days. More second hand automobiles than new ones are being sold each day.

DUCK HUNTING IN PAIGE SEDAN ENJOYED

TRANSCONTINENTAL TRIP IS MADE IN SEDAN BY EMMETT NENT PHYSICIAN

Duck hunting in a sedan in the swamps around Galveston, a ride into turbulent Mexico, and a planned skirmish with Villa bandits which did not materialize, are but a few of the unusual experiences of Dr. R. H. Pyles of Waterloo, Iowa, who drove into Phoenix during the past week in his big Paige 51 closed car.

The sedan has been driven all the way from Waterloo, and in all Dr. Pyles and his two traveling companions have covered 7,000 miles. More than three months has been taken in the junket. Almost an entire month was spent in and about Galveston, where the physician and his associates enjoyed the unique diversion of hunting feathered quarry in an automobile, without cold, nor discomfort.

Dr. Pyles is an eminent surgeon of the east. He was formerly associated with Mayo brothers, noted Rochester surgeons. Because of overwork and close confinement he decided he must take several months outing which occasioned his purchase of the Paige sedan. During his visit here Dr. Pyles called on Brown-Driver company, local agents for the Paige and Chevrolet. He declared he had no mechanical trouble during the entire trip, and paid no attention whatsoever to his motor except to have it greased, lubricated and supplied with gasoline.

The itinerary of the party included Des Moines, Iowa, the state of Nebraska and of Missouri, as far as Jefferson City, Oklahoma City, Houston,

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Rudolph Uses Unique System 'to Loosen' em

One dozen brand new Fords, resplendent in bright black varnish, though fenderless and topless, were marshaled in shining array along the side of Ed Rudolph's place Friday. The whirr of many engines, and clouds of steam arising from capless radiators, attracted the attention of a number of passersby, who stopped to ask "why?"

Mechanics in charge explained that the engines were being loosened up for the benefit of the future owner, to preclude any possibility of cylinder scoring, to eliminate cranking difficulty, and to render unlikely overheating of the engine during the first few hundred miles of running. A mixture of cylinder oil and gasoline is poured into the gasoline tank, the rear end of the car jacked up and the motor started. The car is then permitted to run at a moderate speed until all the mixture is consumed. The presence of the deluge of oil in the cylinders maintains a perfect lubrication of working parts and the purchaser finds his car well "broken in" when he gets it.

Mr. Rudolph believes that this is the kind of "service" customers want.

VACUUM TANK NEEDS DRAINING

At the bottom of the vacuum tanks, which are now used on so many cars to secure proper fuel feed, there is located a drain cock. Many owners seem to think this is some sort of an ornament, but it should be opened at intervals, one a week or so. Generally a little water and possibly some rust will flow out before gasoline begins to come. In many cases it will be necessary to insert a bit of wire to clean out the drain cock of an accumulation of foreign matter. If this latter is permitted to remain long enough, it will work its way back into the carburetor and make trouble.

TWO BIG AUTO FIRMS COMBINE CENTRALIZE USED CAR MARKETS

With a view to centralizing the used car markets of Phoenix, the Babbitt-Polson company and the Overland-Arizona company have combined their efforts and have on display at the Central school lot more than one hundred automobiles for sale—the joint total of their respective institutions.

In the aggregation are cars of numerous makes and designs, at prices varying similarly. Many have been repainted and placed in perfect mechanical condition, while others have been placed on the market as they came from the owner, after having been overhauled mechanically.

Back of the used cars on sale are the reputations of two well known and reliable concerns. "It is my opinion that the centralization of the used car sale-grounds of the city is a definite step towards conservation of lost motion," says W. S. Roades, head of the used car department for the Overland-Arizona company. "Every place that is maintained separately means rent for more space than is actually needed, paying of wage to salesmen and clerks to conduct the business, and

other overhead. One salesground means less selling expense, and a bigger saving for the buyer."

E. J. McMullen, manager of the used car department of Babbitt-Polson company, points out also, the increased number of cars from which the purchaser may make his selection.

"If a man wants to buy a used car, and is able to do so, he will be mighty hard to please if he cannot make a customer of him before he leaves," says Mr. McMullen. "With this collection he should be able to find something that should suit his taste and pocketbook. Nearly every popular priced car on the market is represented in the aggregation of motor vehicles which we have gathered together at this point. The site is centrally located and easily reached from all parts of town."

"When a man wants to buy a car now he does not have to go through all the distributing agencies, and salesrooms, and attics of the town before he has made the investigation he feels he should make before investing. He can make his investigation at one place, and when he has finished he knows that he has not overlooked anything."

NEW YORK ARTIST IS WINNER OF DESIGN CONTEST PRIZE

Mary R. Cornwell, a student of the New York School of Fine and Applied Arts, has the distinction of winning the unusual contest of Willys-Overland, Inc., for the most effective and artistic combination of car and top design. A few weeks ago when the contest was announced, students of the following schools qualified as entrants: The New York School of Fine and Applied Arts, the New York School of Design for Women, Church School of

Arts of Chicago, Pennsylvania School of Industrial Arts of Philadelphia, and the Art Institute of Chicago.

Each student in the foregoing schools had the privilege of submitting three designs and Jas. H. Henry, director of art of the New York City Public Schools, and Mrs. Jas. W. Parker, chairman of Department of Art of Illinois Federation of Women's clubs, were selected as judges.

Besides the first prize, awarded to Mary R. Cornwell, a second prize went to Geraldine Eggers of the Church School of Arts, and a third prize to Anna G. Gallagher, of the School of Industrial Arts.

One of the prominent lady motorists of Providence, R. I., is Mrs. A. B. Dracup, who uses a Packard Twin Six. She is an enthusiastic devotee of cord tires and states that one of the Goodyear Cord tires now doing service on her car has rolled 14,631 miles without having been removed from the rim.

Marmon and Stutz Show Cars Shown

Marmon and Stutz cars, identical with those on display at the New York automobile show, and with those which will be shown in Chicago, may be seen at the salesrooms of the Babbitt-Polson company at 131 North Central avenue. The neatly designed Marmon which at present stands in the show windows, is attracting the attention of motor enthusiasts of the entire city. In line, finish and general appearance, the big car is undoubtedly one of the most attractive ever seen in this city.

AUTOMOBILE CREATES MORE BUSINESS FOR RETAILER

"The automobile has created more business in the retail life of every city and town than the average person realizes," says Jos. McAleer of the Kissel Auto company. "Agricultural and suburban owners, who formerly either did without supplies and necessities, rather than to undertake a long and tedious journey to town, think nothing now of making the trip in their automobile."

"This adaptability has resulted in

Arizona Roads Make Tire Cost Unusually High

"Pounding along rough Arizona roads is hard on tires under any conditions," says W. R. Johnson, local manager of the Fisk Rubber company branch, "but it can be done without undue tire expense if the driver uses care and gives his shoes the attention they are entitled to."

Bruises and gashes are frequently unavoidable, yet they can be remedied by the simple act of plugging them up with pure gum rubber. "First wash the cut thoroughly with gasoline to remove all grit and dirt, then after filling with plastic gum rubber, allow it to harden for an hour or so. Little cuts grow into big ones in a remarkably short time, yet they need cause no concern if properly treated in time."

The part of foreign trade in winning the war will be the theme of the Fifth National Foreign Trade convention which meets at the Cincinnati, February 1st for a three-day session. Some of the largest manufacturers of the country are to be represented at this meeting, among them the Goodyear Tire & Rubber company of Akron, Ohio. This company has an extensive export department and is a world-wide advertiser.

Increased business in cities and towns, which in itself is beneficial to every inhabitant, because the more business a community does, the greater is the prosperity of everybody concerned."

USED CAR IMPORT IS TALKED BY M'ARTHUR

LOCAL DEALER GIVES SALIENT FACTS IN EVOLUTION OF BUSINESS

Probably the part of an automobile dealer's business that demands the most thought, is the used car department, and dealers throughout the country are considering the selling of used cars from every angle, realizing its importance to the industry.

The evolution of the used car business is told by Warren McArthur of McArthur Brothers, one of the selling specialists whose wide experience classes him as an authority on the subject.

"Comparing the used car business of today with that of 10 years ago is like putting one of our touring sedans up against an open job of the long ago, with a step on the back for the entrance to the treads," said Mr. McArthur. "It is an entirely different breed. What was considered no business at all has grown to be an important part of the dealings of all of the largest distributors and even the smaller retailers."

"In the first place I will venture to say that 75 per cent of the sales

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Here Your Interests Will Always Be Foremost.

Pleasant, capable department chiefs and their assistants every one a skilled, experienced workman,—will strain every effort to make your relations with us extremely gratifying in every way.

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Economize Wisely —A Maxwell Car Will Help

Waste is often committed when the intention is to economize. A Maxwell car, famous for its economy, will cost you only a few dollars a month to operate and maintain.

Which is the real economy:

- (1) To use the car and save time, strength, and mental vigor?
- (2) To do without the car, lose time in your business, lose the health gained from motoring, and worry yourself into illness?

Use of a Maxwell car will give you self confidence.

Your neighbors and associates will get mental inspiration from you.

As wave circles widen when a pebble hits the water, so will your good example benefit your entire community.

Save—yes; but do it sensibly, and let the Maxwell help.

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